Fri. May 31, 2013

	SHELL EGG NATIONAL SUMMARY													
			THIS \	NEEK		l	PREVIO	JS WEEK	(PREVIOUS YEAR				
	Feature Rate		43.6% of 23,200 stores				.1% of 23	3,200 sto	res	25.7% of 22,500 stores				
		X LA	ARGE	LARGE		X LARGE		LARGE		X LARGE		LAF	RGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack			1,430	1.27			1,160	1.00			450	1.00	
G	White 18 pack	10	2.69	420	1.89	50	2.37	490	2.30	10	1.79	500	1.99	
U	Brown 12 pack													
ĭ	USDA GRADE A													
A	White 12 pack			1,820	1.47	140	1.34	530	1.16	120	1.13	1,660	1.15	
R	White 18 pack			620	1.92	10	1.69	70	1.89			1,170	1.96	
	Brown 12 pack			30	1.00			10	1.99					
	USDA ORGANIC													
_	White 12 pack													
S	Brown 12 pack	150	4.16	1,130	4.18			240	3.99	160	4.12	160	3.34	
E	OMEGA-3													
C	White 12 pack	760	2.63	1,740	2.54	240	2.95	660	2.39	90	2.13	2,590	2.41	
·	Brown 12 pack			20	2.99							20	2.29	
Ā	CAGE-FREE													
î	White 12 pack			540	2.57			40	2.94			10	2.69	
Т	Brown 12 pack			1,320	2.95	40	2.87	190	3.80			550	3.06	
Y	VEGETARIAN FED						·							
	White 12 pack	10	2.50	350	2.49	30	3.00	320	2.49			30	2.49	
	Brown 12 pack			220	2.49	380	2.33	570	2.47	20	2.49	680	2.60	

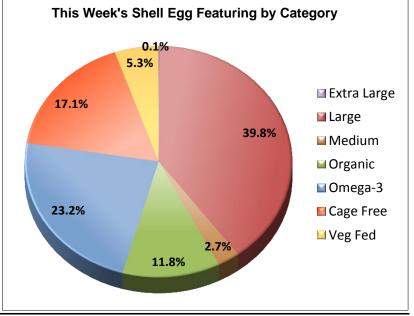
Activity Summary	THIS WEEK	THIS WEEK LAST WEEK YEAR AGO				
Regular	4,330	2,460	3,910	Large Eggs on		
Specialty	6,240	2,710	4,310	May-27-2013		
Total (includes MD)	10,860	5,360	8,420	523.0		
Special Rate 4/:	9.8%	1.8%	2.5%	up 14.5%		

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Overall promotional activity for both regular and specialty shell eggs is sharply higher than last week as almost half of the outlets sampled are conducting features on some type of shell egg. Regular shell egg featuring is notably more active in the Southeast and on the West Coast. The average ad price for Grade A, or better, Large white eggs is higher than a week ago. Grocers seek to stimulate buyer interest through incentives rather than prices as the number of "no price" specials increase. Promotional activity for specialty shell eggs is on the rise with an increase in advertisements for all types except vegetarian-fed, which maintains a steady pace. Feature activity for liquid shell eggs increases slightly.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		(CT		EAST U.S.	U VT)		(1)		AST U.S. C,SC,TN,VA,W\	<i>/</i>)	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
	ature Rate 1/	Ì	52.2% of 4,600	sampled outlets 80 (includes Me	s ·		3	8.7% of 6,100	sampled outlets 0 (includes Med	35.9% of 4,200 sampled outlets Activity Index = 1,310 (includes Medium)								
CLASS		EXTRA	LARGE	LARGE			EXTRA LARGE		LARGE			EXTRA	LARGE	LA	RGE			
		Price Range	Stores Avg 3/	Price Range	Stores A	Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores A	vg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/		
USDA	White 12 pack													1.00 - 1.25	240	1.02		
GRADE	White 18 pack																	
AA	Brown 12 pack																	
	MEDIUM		White 12 pack					White 12 pack					White 12 pack					
	White 12 pack			1.50 - 1.69	270	1.56			1.00 - 1.69		1.51			0.68 - 1.38	160	1.01		
USDA	White 18 pack								1.99	120	1.99			1.77 - 1.98	330	1.87		
GRADE	Brown 12 pack		\\/\bita	4.00	40	4.00		M/h:ta 40 maal.	0.00	20	0.00		\\/\bita 40 ===	1.00	30	1.00		
A 	MEDIUM		White 12 pack White 30 pack		10	1.00		White 12 pack White 30 pack	0.98	30	0.98		White 12 pack White 30 pack	0.79 - 0.99	90	0.96		
USI	DA ORGANIC																	
s	White 12 pack																	
В	Brown 12 pack	3.99 - 4.99	150 4.16	3.79 - 5.00	520	4.18			3.99	260	3.99			4.69 - 4.99	220	4.74		
E OM	EGA-3	0.50 0.00	000 0 ==	0.00 4.00	4.000	0.00	2.52	440 0.55	0.00 0.50	400		0.70	400 0 ==	2.22	0.0	0.00		
С	White 12 pack	2.50 - 2.99	220 2.70		,	2.60	2.50	110 2.50	2.00 - 2.50	120	2.26	2.79	180 2.79	2.39	20	2.39		
1 04	Brown 12 pack			2.99	20	2.99												
A	White 12 pack																	
L	Brown 12 pack			2.98 - 3.49	860	2 12			3.00	90	3 00			3.00	20	3.00		
VEG	ETARIAN FED			2.90 - 3.49	800	3.12			3.00	90	3.00			3.00	20	3.00		
YIVE	White 12 pack	2.50	10 2.50	2.49	250	2.49			2.50	90	2 50			2.50	10	2.50		
	Brown 12 pack	2.00	10 2.00	2.50 - 3.29		3.20			2.00	00	2.00			1.99	10	1.99		
	Dieim 12 paek		SOUTH C	ENTRAL U.S		0.20		SOUTHV	/EST U.S.				NORTH	WEST U.S.				
		(Al		A,MO,NM,OK,TX,	UT)			(CA,F	II, NV)					OR,WA,WY)				
Fe	ature Rate 1/	` ;	39.8% of 4.200	sampled outlet	 S		4	6.5% of 2.900	sampled outlets	1			68.6% of 1.200	sampled outlet	s			
Ac	tivity Index 2/			0 (includes Med			0 (includes Med		Activity Index = 1,850 (includes Medium)									
	White 12 pack			1.11	90	1.11			1.25 - 1.67	550	1.45			0.88 - 1.69	550	1.22		
USDA GRADE	. White 18 pack			1.59	80	1.59	2.69	10 2.69	1.59 - 2.25	120	1.82			1.59 - 3.99	220	2.04		
AA	Brown 12 pack																	
	MEDIUM		White 12 pack					White 12 pack	0.99 - 2.00	140	1.04		White 12 pack					
	White 12 pack			1.28	20	1.28			1.00	20	1.00							
USDA	White 18 pack			1.77 - 2.50	170	1.97												
GRADE	Brown 12 pack																	
Α	MEDIUM		White 12 pack White 30 pack					White 12 pack White 30 pack	2.99	20	2.99		White 12 pack White 30 pack					
USI	DA ORGANIC							'					,					
	White 12 pack																	
S	Brown 12 pack			3.49 - 3.99	120	3.57			3.99	10	3.99							
_ OM	EGA-3																	
C	White 12 pack			1.99 - 2.29	180	2.21	2.50	250 2.50						2.69	200	2.69		
1	Brown 12 pack																	
A CAC	SE-FREE																	
L	White 12 pack													2.49 - 2.69	540	2.57		
Т	Brown 12 pack			3.00	10	3.00								2.49 - 2.79	340	2.50		
YVEG	ETARIAN FED																	
	White 12 pack			0.00 0.55	400	0.00												
	Brown 12 pack		Service, Livest	2.29 - 2.50	160											2 of 3		

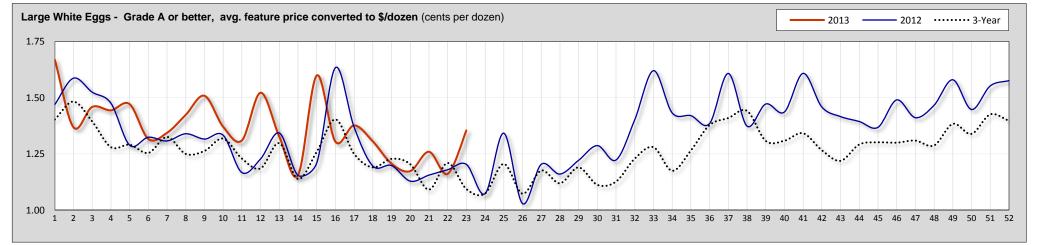


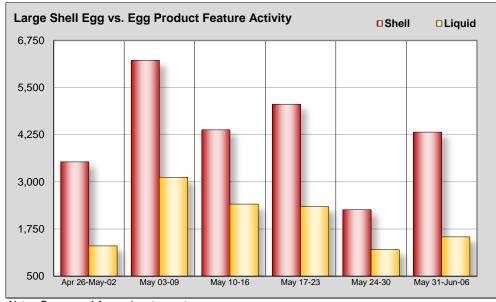
USDA Weekly Retail Shell Egg and Egg Products Feature Activity

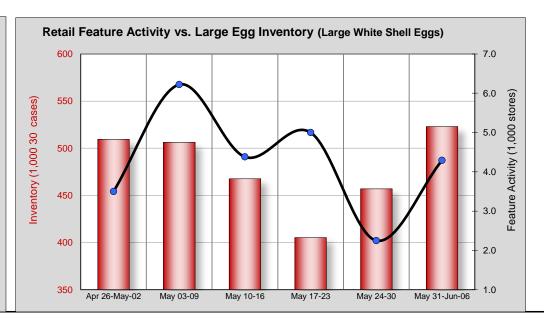
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/31 thru 06/06.

(prices in dollars per carton)

EGG	THIS LAST		LAST	NORTHEAST		SOUTHEAST		MIDW	EST	SOUTH CENTRAL		SOUTHWEST		NORTHWEST		
PRODUCTS	WEEK	WEEK	YEAR	110111112/101		0001112/101		500		GGGIII GERTIRAE		3331111231				
1/ Feature Rate	6.1%	5.4%	14.3%	16.4% of 4,6	00 sampled	4.7% of 6,100 sampled		2.3% of 4,200 sampled		7.0% of 4,200 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled		
2/ Activity Index	1,540	1,200	3,790	Activity In	dex = 760	Activity In	dex = 380	Activity In	Activity Index = 110		Activity Index = 290		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	
14-16 oz. crtn	950 2.54	600 2.65	2,770 2.19	2.50 - 2.99	490 2.69	2.29	90 2.29	1.99 - 2.69	80 2.33	2.27 - 2.50	290 2.43					
32 oz. crtn	570 4.30	570 3.98	890 4.24	3.99 - 4.69	270 4.65	3.98 - 3.99	290 3.98	3.99	10 3.99							
3 - 4 oz. cup	20 2.49	30 2.39	130 3.00					2.49	20 2.49							
2 - 8 oz. cup																







Note: See page 1 for explanatory notes.